

FLORICULTURE

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WHOLESALE VALUE OF MINNESOTA FLORICULTURE CROPS DOWN 3.8 PERCENT

The 2004 wholesale value of floriculture crops grown by operations with sales of \$100,000 or more in Minnesota is \$75,736,000, down 3.8 percent from the revised 2003 valuation, according to the Minnesota Agricultural Statistics Service. At the national level the wholesale value of floriculture crops produced by such operations, \$4.89 billion, is up 2 percent from the revised 2003 total. These operations with sales of \$100,000 or more account for 94 percent of the total value of floriculture crops. Production of floriculture commodities in Minnesota in 2004 represents 1.5% of the total U.S. production, with the State ranking 18th among the 36 States with significant floriculture production.

Annual bedding and garden plants continues to be the most important floriculture commodity grown in Minnesota in terms of sales volume. For operations with \$100,000 or more in sales, bedding plants represent 61 percent of the value of all sales at wholesale of floriculture commodities sold in 2004. The volume of sales fell 3.6 percent, from \$47.6 million in 2003 to \$45.9 million in 2004, but is still above the \$37.8 million reported in 2002. At the national level, bedding and garden plants represent 38 percent of the wholesale value of all floriculture commodities sold in 2004. Their dollar volume, \$1.845 billion, was 3 percent higher than a year ago.

Within the bedding and garden plants category, potted plants represented 40 percent of the wholesale value of Minnesota sales in 2004; flats, 35 percent; and hanging baskets 25 percent. From 2003 to 2004, the wholesale value of potted plants sold decreased by 1 percent. The wholesale value of flats decreased by 10 percent; that of hanging baskets, by 2 percent. At the national level, potted plants represent 57 percent of the wholesale value of bedding and garden plants; flats, 32 percent, and hanging baskets 11 percent. The wholesale value of pots sold increased by 9 percent at the national level from 2003 to 2004, but flats decreased by 4 percent. The wholesale value of sales of hanging baskets rose by 11 percent nationally.

Herbaceous perennials, the second largest category by value of sales in Minnesota, comprises 17 percent of the wholesale value of all sales. From 2003 to 2004, the volume fell by 9 percent, to \$13.0 million. Declines occurred in all three items: hardy/garden chrysanthemums, hostas, and other herbaceous perennials. By contrast, sales of herbaceous perennials at the national level increased by 8 percent above the previous year with the greatest increase (11 percent) occurring in hardy/garden chrysanthemums.

Potted flowering plants represent the third largest category by wholesale value of sales in Minnesota. Their wholesale value of \$10.52 million comprises 14 percent of all 2004 sales from operations with \$100,000 or more in sales and is up by 2 percent since 2003. Flowering potted plants at the national level represent about 17 percent of the wholesale value of all sales with the dollar volume up 1 percent from 2003.

All cut flowers sales at wholesale decreased from 2003 to 2004 by over 4 percent for all in Minnesota, to \$5.02 million, continuing a long-term decline in this category. This category represented less than 7 percent of the wholesale value of all sales. Nationally, sales volume was virtually unchanged at \$422 million.

Foliage plants account for less than 2 percent of floriculture sales in Minnesota. The value of all sales at wholesale, \$1.25 million, was virtually unchanged from 2003 to 2004. At the national level, value of sales fell 2 percent.

Complete results are published in the USDA Floriculture Crops, 2004 Summary, released in April 2005. The table on the following page gives the details of individual floriculture commodities in 2004 and 2003. You can access this report on the Internet at <http://www.usda.gov/nass/>. Select Publications and then Reports Calendar or Publications and then Search, by Title or Subject. Or, for a paper copy call the toll-free order desk, 800-999-6779 in the U.S. and Canada.

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FLORICULTURE: Flowering, Bedding, and Foliage Plants, Minnesota, 2003-04 1/ 2/ 3/

| Item | Producers | | Total Quantity Sold | | | Value of All Sales at Wholesale | |
|---------------------------------------|----------------|------|---------------------|--------------------|-------|---------------------------------|--------|
| | 2003 | 2004 | Units | 2003 | 2004 | 2003 | 2004 |
| | --- Number --- | | | ---1,000 Units --- | | ----- 1,000 Dollars ----- | |
| Flowering Potted Plants | -- | -- | | -- | -- | 10,281 | 10,519 |
| African Violets | 7 | 4 | Pots | 35 | 31 | 74 | 64 |
| Azaleas, Finished Florist | 17 | 16 | Pots | 130 | 103 | 1,050 | 860 |
| Chrysanthemums, Florist | 14 | 13 | Pots | 150 | 123 | 652 | 476 |
| Lilies, Easter | 21 | 19 | Pots | 221 | 191 | 1,061 | 913 |
| Poinsettias | 42 | 41 | Pots | 900 | 840 | 4,462 | 4,157 |
| Roses, Potted Flowering | 6 | 5 | Pots | 26 | 19 | 156 | 126 |
| Spring Flowering Bulbs | 18 | 19 | Pots | 160 | 178 | 687 | 839 |
| Other | 18 | 16 | Pots | 400 | 573 | 1,687 | 2,567 |
| Bedding/Garden Plants (Annual) | -- | -- | | -- | -- | 47,550 | 45,906 |
| Flats | | | | | | | |
| Begonias | 72 | 72 | Flats | 61 | 52 | 610 | 537 |
| Geraniums, from Seed | 12 | 13 | Flats | 26 | 25 | 252 | 227 |
| Impatiens | 82 | 78 | Flats | 229 | 220 | 2,446 | 2,385 |
| Impatiens, New Guinea | 7 | 10 | Flats | 6 | 10 | 54 | 114 |
| Marigolds | 84 | 82 | Flats | 132 | 125 | 1,254 | 1,161 |
| Pansy/Viola | 82 | 83 | Flats | 134 | 118 | 1,329 | 1,162 |
| Petunias | 83 | 84 | Flats | 334 | 359 | 3,130 | 3,403 |
| Vegetable Type | 75 | 71 | Flats | 126 | 109 | 1,232 | 1,113 |
| Other | 81 | 76 | Flats | 741 | 617 | 7,254 | 5,806 |
| Pots | | | | | | | |
| Begonias | 65 | 64 | Pots | 313 | 263 | 648 | 582 |
| Geraniums, from Cuttings | 90 | 89 | Pots | 1,949 | 1,910 | 5,169 | 5,040 |
| Geraniums, from Seed | 32 | 30 | Pots | 1,115 | 1,113 | 994 | 1,117 |
| Impatiens | 44 | 46 | Pots | 210 | 184 | 484 | 421 |
| Impatiens, New Guinea | 90 | 85 | Pots | 496 | 444 | 1,160 | 1,062 |
| Marigolds | 22 | 21 | Pots | 19 | 20 | 18 | 19 |
| Pansy/Viola | 33 | 33 | Pots | 152 | 154 | 227 | 259 |
| Petunias | 58 | 61 | Pots | 386 | 358 | 822 | 779 |
| Vegetable Type | 66 | 63 | Pots | 1,123 | 1,263 | 1,191 | 1,098 |
| Other | 73 | 68 | Pots | 3,706 | 3,916 | 7,378 | 7,955 |
| Hanging Baskets | | | | | | | |
| Begonias | 72 | 76 | Baskets | 85 | 79 | 677 | 612 |
| Geraniums, from Cuttings | 81 | 75 | Baskets | 306 | 280 | 2,365 | 2,136 |
| Geraniums, from Seed | 6 | 8 | Baskets | 8 | 11 | 61 | 83 |
| Impatiens | 80 | 73 | Baskets | 127 | 150 | 1,002 | 1,089 |
| Impatiens, New Guinea | 73 | 74 | Baskets | 105 | 115 | 860 | 941 |
| Pansy/Viola | 12 | 15 | Baskets | 19 | 9 | 123 | 64 |
| Petunias | 75 | 76 | Baskets | 148 | 192 | 1,113 | 1,392 |
| Other | 74 | 73 | Baskets | 664 | 664 | 5,524 | 5,186 |
| Herbaceous Perennials | -- | -- | | -- | -- | 14,394 | 13,042 |
| Chrysanthemums, Hardy/Garden | 69 | 65 | Pots | 984 | 961 | 2,240 | 2,147 |
| Hostas | 83 | 82 | Pots | 486 | 441 | 1,882 | 1,810 |
| Other | 85 | 80 | Pots | 3,525 | 3,153 | 10,272 | 9,085 |
| Foliage | -- | -- | | -- | -- | 1,265 | 1,251 |
| Hanging Baskets | 22 | 22 | Baskets | 102 | 112 | 620 | 687 |
| Potted | 9 | 10 | | -- | -- | 645 | 564 |
| Cut Flowers | -- | -- | | -- | -- | 5,245 | 5,018 |
| Alstroemeria | 3 | 2 | Stems | 1,360 | 980 | 889 | 640 |
| Chrysanthemums, Pompom | 2 | 2 | Bunches | 9 | 8 | 27 | 11 |
| Gerbera Daisies | 2 | 2 | Stems | 204 | 312 | 167 | 217 |
| Gladioli | 1 | 1 | Spikes | 10 | 10 | 3 | 3 |
| Iris | 2 | 1 | Stems | 18 | 3 | 11 | 2 |
| Lilies, All | 5 | 4 | Stems | 342 | 371 | 546 | 500 |
| Lisianthus | 1 | 1 | Stems | 18 | 13 | 18 | 12 |
| Roses | 2 | 2 | Stems | 3,560 | 3,460 | 2,773 | 2,851 |
| Snapdragons | 3 | 2 | Spikes | 271 | 211 | 172 | 175 |
| Tulips | 4 | 3 | Stems | 1,173 | 1,222 | 556 | 544 |
| Other | 5 | 3 | | -- | -- | 83 | 63 |

1/ Summarized only from producers with \$100,000 or more in annual sales.

2/ Data that are not available because of questionnaire differences between years or published at the U.S. level only are denoted with "--".

3/ Statistical techniques are used to avoid the disclosure of individual operators. Data suppressed by these methods may be published if approval is granted by the operators.